GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:706
ANSWERED ON:22.11.2002
EXPORT OF FRUITS
MADAN PRASAD JAISWAL;RATNA SINGH

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

:

(a) whether the Government are contemplating to enter into the world market with any kind of brand name denoting quality and the best of the items meant for export from India;

(b) if so, the details thereof;

(c) the efforts made or being made by the Government to export fruits like mangoes, apples, oranges, etc. to be competitive and market oriented one in the world markets; and

(d) the result achieved in this regard after making efforts?

Answer

MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) & (b): Government is supporting efforts to promote individual brands of Indian companies to foster international awareness of these brands in the overseas markets through financial assistance under the India Brand Equity Fund Trust.

(c): Government has been encouraging export of fruits through various schemes, such as arranging buyer-seller meets; participation in international fairs and exhibitions; setting up of integrated cargo handling and cold storage facilities at various International Airports, providing assistance for Infrastructure Development, Quality, R&D, Packaging and Marketing etc.

(d): The total export of fresh fruits during the last two years are as under:-

Year	Export (Rs. crores)
2000-2001	386.38
2001-2002	405.26
April - July, 2002	168.20

(Source DGCI&S, Kolkata)